



Perception and Satisfaction Level of atm Card Holders Towards Services Rendered by Select Banks in Coimbatore City

KEYWORDS

E-Banking, ATM Card, Perception, Satisfaction, Customer relationship

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ABSTRACT

The banking industry in India is facing unprecedented competition from non-traditional banking institutions, which now offers banking and financial services over the internet. The deregulations of new technologies are enabling new competitors to enter the financial services market quickly and efficiently. 'Technology' has an enormous potential to improve business, aided by aggressive marketing and product initiatives. Our banks, which is in the past erected huge buildings, today go for boutique banking so as to be as close to the public as possible. The applications of technology, along with product innovation are bringing about structural changes in the banking system. Off-site ATMs, online debit cards, anytime-anywhere banking are the latest jargons fast becoming familiar right to the lay bank customers. While on the one hand banks try to strengthen the customer's relationship, customers tend to move away from traditional branch banking and instead seek these conveniences of remote electronic banking. Services constitute an important part of the economy of industrialised countries, in both production and consumption. The national accounts commonly refer to the private service sector as trade/retailing, consumer services, transportation & communication, consultant services, banks & insurance, hotels & restaurants, and real-estate. Referring to this development, researchers from various area of business administration have stressed the need for more research in this part of the business economy.

INTRODUCTION

Banking are using the electronic technology to meet ever-increasing competition in banking which has converted the traditional as per as information technology is concerned may be identified with three channels viz., ATM, Internet banking and Tele-banking. This channel can supplement each other in ensuring the convenient way of delivering banking service. With increasing consumer demand, banks have to constantly think of innovative customized services to remain competitive. Service is somewhat problematic to define and even today there is no clear or common definition of service to fall back on in every case. The word service includes industrial service sector and public service sector offers both of them are intangible in offerings. **ATM** means neither "avoids travelling with money" nor "any time money," but certainly implies both.

Objectives of the Study

The main objective of the study is

1. To study the usage of ATM card by the customers in Coimbatore city
2. To analyze the opinion of customers about the performance of ATM card
3. To analyze problems the level of satisfaction of ATM card holders in Coimbatore city
4. To offer suggestions to improve the services of ATM card on the basis of findings

Scope of the Study

The banks are working hard to attract the customer and retain their market share by providing them with various innovative services. One of the most important facilities provided by them is ATM. It reduces the customer waiting time and its operation is very easy. Today's customers are more dynamic in their thinking and their expectation is high level. Their taste, needs and preferences keep changing as per the current situations. the purpose of this study

is to determine the extent to which ATM Banking facilities have contributed to customer satisfaction in the banking business.

Statement of the Problem

More of the customer of the banks would like to withdraw the money by using ATM cards. As the use of ATM is increasing day-by-day, it is important to study the insight about the level of customer satisfaction with respect to various aspects of Bank ATM and to identify the problem areas and proposed recommendation leading to improvement.

Need for the Study

The purpose for the study is to understand and develop a conceptual framework of customer's attitudes and preferences towards ATM. Customer perception towards actual use of ATM delivery from a service-quality perspective will be helpful for the organizations to serve the customer more effectively.

Limitations of the Study

The study confines only to the busy area of Coimbatore city. As the study has been restricted to 200 sample respondents, the findings of the study have been based on the information given by the respondents. Hence it cannot be generalized. The result of analysis made in the study depends fully on the information given by the respondents. As nothing is stable even the present use and opinion of the respondents may vary in future.

Research Methodology

The validity of any research is based on the systematic method of data collection and analysis. Both primary and secondary data were used for the purpose of the study. The primary data was collected from interview schedule, sample units Coimbatore city, for collecting the first hand information from the customer of private and public bank

customer and 200 hundred respondents were chosen by simple random sampling method. From the list sample respondents were selected by the researcher based on the geographical location.

Data Analysis

The collected data was surveyed, interpreted and analyzed using statistical tools like

Percentage Analysis, Chi-Square, ANOVA, Garrett's Ranking Technique

**Table No: 1
Bank ATM Card Status of the Respondents**

Bank	No. of Respondents	Percentage
SBI	42	21.0
IOB	30	15.0
IB	30	15.0
ICICI	34	17.0
AXIS	31	15.5
KVB	33	16.5
Total	200	100.0

Source: computed value

It is seen from the table 1 shows the Bank ATM Card Status of the respondents. 21 percentage of have account in SBI bank. 17 percentage of the respondents have accounting ICICI bank. 16.5 percentages of the respondents have account in KVB bank. 15.5 percentages of the respondents have account in AXIS bank. 15 percentage of the respondents have account in other banks like IOB ,IB

Inference

Majority 21 percentage of the respondents has an account with SBI.

**Table No: 2
Usage of ATM Card Used by the respondents**

Usage	No. of Respondents	Percentage
Daily	24	12.0
Weekly	35	17.5
Twice a Week	34	17.0
Twice a Month	40	20.0
As & When Needed	67	33.5
Total	200	100.0

Source :computed value

Table 2 shows the usage of ATM card used by the respondents. 33.5 percentage of the respondents use as and when needed the ATM Card. 20 percentage of the respondents use twice a month the ATM Card and 17.5 percentage of the respondents use weekly the ATM Card and 17 percentage of the respondents use Twice a week the ATM Card. 12 percentage of the respondents use daily the ATM Card.

Inference

Majority 33.5 percentage of the respondents use as and when needed the ATM Card.

CHI-SQUARE TEST

Table No: 3 Relationship between Gender and their level of satisfaction

Classification		Level of Satisfaction			Total
		Low	Medium	High	
Gender	Male	30	49	24	103
	Female	28	42	27	97
Total		58	91	51	200

Source: computed value

H₀: There is no relationship between gender status and the level of satisfaction.

Chi-Square Test

Calculated value	Table value	Df	Result
.604	5.99	2	Accepted

Interpretation

There is a no significant relationship between gender of the respondents and level of satisfaction

Inference

Since the calculated value (0.604) is less than table value (5.99) the nulhyphotesis is accepted.

Garret Ranking 1

**Table No: 4
Rank the Usage of ATM Card Holders**

S. No	Factors	Mean Score	Rank
1	Easy withdrawal	69.98	I
2	Compact to carry	66.7	II
3	Avoid dealing cash	39.77	VII
4	Easy to buy things	47.15	V
5	Innovative schemes and service	63.83	IV
6	For online recharge, payment	33.22	VIII
7	Proximity to the residence	43.65	VI
8	Safety of money	64.84	III

It is revealed from the Table No: 4 that the purpose of using the ATM among the respondents, 'Easy withdrawal' is the most important factor, which is ranked as first by almost all the respondents. 'Compact to carry' another important factor to usage, which was ranked as second. 'Safety of Money' yet another reason to use of ATM, which is ranked as three by the respondents. For online recharge and payment eighth rank respectively.

Analysis of variance in mean value of monthly income and level of satisfaction (ANOVA)

Sl. No	Vari-ables	Sources of Varia-tions	Sum of Squares	D.F.	Mean Score	'F' Value	Table 'F' Value	Signif-icance
4	Monthly Income	Between Groups	659	2	329.5	1.694	3.02	S
		Within Groups	86965.5	197	194.5537			
		Total	87624.5	199				

Source :computed value

Null hypothesis

There is no significant difference between monthly income and their level of satisfaction

Interpretation

There is no significant difference among the monthly income

Inference

Since the calculated the value (1.694) is less than table value at 5 percentages significant value (3.02) the null hypothesis is accepted.

Findings Suggestions and Conclusion

Majority 51.5 percentage of the respondents is male.

Majority 33.5 percentage of the respondents is in the occupational business.

Majority 35 percentage of the respondents is Rs. 10000-20000.

Majority 82.5 percentage of the respondents having Daily withdrawal limit sufficient.

There is a relationship between Usage period and level of satisfaction. Since the calculated value (15.470) is greater than table value (9.49) the null hypothesis is rejected. Therefore alternative hypothesis is accepted.

There is a no significant relationship between Often Usage of the respondents and level of satisfaction. Since the calculated value (8.163) is less than table value (15.5) the null hypothesis is accepted.

There is no significant difference among the monthly income. Since the calculated the value (1.694) is less than table value at 5 percentages significant value (3.02) the null hypothesis is accepted.

Suggestions

The bank has to give an advertisement about different types of cards in different media. The service charges have to be minimized. If ATM centers do not have an electricity generator, then it should take necessary step to install the generator to be used while power is cut-off. If customers are using ATM card for more than 5 years, they have to be encouraged by the bank by providing some gifts. It is suggested that the bank may take some steps to open additional ATM counters in the cities, as well as in the rural areas. Banks must educate the customers about the latest and advanced technologies used by them. Secured mode of depositing money through ATMs should be made available to ATM card holders.

Conclusion

To conclude, the customer satisfaction of ATM in Coimbatore are adequate. The present day banking activities are undergoing major changes in internet and intranet technology. The points relating to access by Reserve bank of India. Reserve bank takes effective steps to develop the ATM facilities to millions of customers in future. The debit card is used only as a substitute for ATM. Customers should be educated the benefits of their services. This would help the bank in the long run which would assure excellent service to the masses in this new millennium in tune with the global changes and challenges. It should be borne in mind that our country widely differs from the foreign ones in terms of literacy, economic affordability, available infrastructure etc. Hence, systems are to be developed in such a way as to provide cost effective solutions; user – friendly interface; multilingual capabilities; security to customers at the ATM sites.

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